

REPT4D
90/01/23

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :619-ATLANTA

016-INDUSTRIAL MACHIN,PLANTS,SERV.
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

ALL SUB-SECTORS

CONTINUE TO BUILD "CONTACT" NETWORK BOTH CDN AND S.E. U.S.A.
GET AN ADDITIONAL 200 CONTACTS AND ENTER INTO WIN, DIRECT

SALES \$300,000

ORGANIZE & IMPLEMENT FIVE PROMOTIONAL EVENTS TO EXPAND SALES
ACQUIRE 150 NEW CONTACTS (AGENTS, REPS, ETC.) ACHIEVE DIRECT

SALES \$500,000 AND PROJECT ONE YEAR SALES OF \$1 MILLION

UNDERTAKE BRIEFINGS (WORKSHOPS) AT POST BETWEEN US END USERS
FIVE WORKSHOPS

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 1. Recruited, Setup & developed Ontario Industrial
Development Mission to Ga Tech.
2. Recruited, Setup & Developed P R Industrial Sho
3. Recruited, Setup & developed G T Mission to Cdn
Ottawa, Tnt, Hamilton, Downsview, Waterloo, Mtl, Hfx

1.5 Cdn Univs made contacts in Adv Materials &
Adv Manufacturing & Environments For followup
2. 10 Cdn coys 3M Bus influn & 14 buying Connectin
3. 10 GT Scientist met 17 Univs 40 agencies Gov.&
20 R&D contacts to build Alliances(262 cdns)

QUARTER: 2 -----

QUARTER: 3 -----

QUARTER: 4 -----